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Message Text

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15
ACTION EA-09

INFO OCT-01 ISO-00 CIAE-00 DODE-00 INR-07 NSAE-00 PA-01

USIA-06 PRS-01 SP-02 NSC-05 PM-04 /036 W
---------- 038415
R 070257Z NOV 75
FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC 426
INFO AMEMBASSY CANBERRA
CINCPAC

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CINCPAC FOR POLAD

E.O. 11652: N/A
TAGS: PINT, NZ
SUBJECT: NEW ZEALAND ELECTIONS

REF: WELLINGTON 3246

1. NATIONAL, SOCIAL CREDIT (SOCRED) AND VALUES PARTIES
ALL OFFICIALLY LAUNCHED CAMPAIGNS THIS WEEK. ROB MULDOON
AND SOCRED LEADER BRUCE BEETHAM BOTH OPENED IN HAMILTON
WITH FORTY MINUTE ADDRESSES CARRIED LIVE ON TV. MULDOON'S
SPEECH INVOLVED LITTLE THAT WAS NEW AS HE CONTINUED HIS
ATTACK ON THE LABOUR GOVERNMENT'S POLICIES PARTICULARLY
WITH REGARD TO MANAGEMENT OF THE ECONOMY. MULDOON SPEECH
GENERALLY REFRAINED FROM PERSONAL ATTACKS ON GOVERNMENT LEADERS.
THIS EFFORT APPEARS TO BE PART OF PLAN TO SHOW MULDOON
IN REASONABLE, STATESMANLIKE POSTURE BEFITTING MAN WHO
INTENDS TO BE NEXT PRIME MINISTER.

2. SURPRISINGLY, BOTH BEETHAM AND MULDOON
ADDRESSES SHOWED LACK OF PROFESSIONALISM THAT SHOULD HAVE
BEEN EXPECTED FOR PRIME TIME TV PERFORMANCE. BEETHAM HAD
TOO MUCH MATERIAL AND HAD TO DELIVER IT AT RAPID PACE IN
ORDER TO GET THROUGH IT ALL. MULDOON WENT FORWARD AND
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BACKWARD PICKING AND CHOSSING FROM WHAT WAS OBVIOUSLY

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STANDARD SET OF SPEECH NOTES. BOTH CANDIDATES WERE FORCED
TO REFER TO THEIR WATCHES TO CHECK ON THEIR TIMING. ALL OF
THIS REINFORCES POINT THAT TV IS STILL RELATIVELY
NEW ELECTIONEERING MEDIUM HERE AND CANDIDATES, TO DATE, HAVE
NOT MADE THE BEST USE OF IT. A POLISHED PRESENTATION BY PM
ROWLING IN LABOUR PARTY CAMPAIGN KICKOFF NOVMEBER 10 WOULD
CONTRAST MARKEDLY WITH EFFORTS THUS FAR AND COULD BE MAJOR
FACTOR IN HLPING VOTERS MAKE UP THEIR MINDS.

3. EMBOFF TRAVELD THROUGH CENTRAL NORTH ISLAND DURING WEEK
TO ASSESS SITUATION IN MARGINAL SEATS OF HAMILTON EAST,
HAMILTON WEST, TAUPO (ALL HEADED BY LABOUR) AND ROTORUA (HALD
BY NATIONAL). CONSENSUS OF LOCAL OBSERVERS (MAYORS,
CANDIDATES, NEWSPAPER EDITORS) IS THAT HAMOLTON EAST IS
SEAT MOST LIKELY TO CHANGE HANDS. INCUMBENTS ARE EXPECTED
TO BE RETURNED BY NARROW MAJORITIES IN ORTHER THREE. IN
RESPONSE TO QUERY ABOUT NATIONAL PARTY'S 13 PERCENT LEAD
IN SEPTEMBER NATIONWIDE POLL, EDITOR OF
HAMILTON'S "WAIKATO TIMES" SHOWED EMBOFF RESULTS OF
INFORMAL "TIMES" TELEPHONE POLL IN HAMILTON AREA.
SEPTEMBER RESULTS SHOWED 14 PERCENT LEAD FOR NATIONAL
BUT POLL TAKEN OCTOBER 22 SHOWED THIS TO HAVE BEEN CUT
TO SIX PERCENT. TWENTY PERCENT OF RESPONDENTS WERE
UNDECIDED WITH FIVE PERCENT FAVORING MINOR PARTIES.

4. ALTHOUGH NATIONAL PARTY PLATFORM WAS EXPECTED
DURING WEEK, LEADERSHIP DECIDED TO POSTPONE DISTRIBUTION
UNTIL NOVEMBER 10. THIS WILL INSURE PM ROWLING HAS
MINIMUM AMOUNT OF TIME TO STUDY DOCUMENT BEFORE MAKING
SPEECH SAME NIGHT. LABOUR'S MANIFESTO TO BE DISTRIBUTED
NOVEMBER 11.
SELDEN

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